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Henry G. Koppell Is Dead at 69; Publisher of Foreign Writers

Henry Gunther Koppell, a travel agent and former book publisher, died Friday at his home, 3124 Henry Hudson Parkway, Riverdale, the Bronx. He was 69 years old.

At his death, Mr. Koppell operated the Y.T.C. Universal Travel Corporation, which specializes in student travel to Europe. He founded the corporation in 1960.

Before entering the travel business in 1946 as an agent in the United States for several European organizations, Mr. Koppell had been widely known in the book field. In 1924 he founded the German Book Club in Germany, a prototype of the Book-of-the-Month Club, which soon had 500,000 members and called itself the largest operation of its kind in the world.

Leaving Germany in 1932, Mr. Koppell went to Palestine for four years. During that time he was business manager of a newspaper there. He then came to the United States and in 1938 founded the Alliance Book

Corporation to publish the works of exiled writers, artists, scientists and scholars.

A collection of essays by Thomas Mann, entitled "Achtung Europa," headed the new corporation's first list of 12 works. Other authors represented were Stefan Zweig, Emil Ludwig and Vicki Baum. Alliance's later books included Hermann Rauschning's "The Revolution of Nihilism" and Jan Valtin's "Out of the Night."

In 1942 Alliance was acquired by the Ziff-Davis Publishing Company. Later that year Mr. Koppell, who had continued as president, left the company and for about four years operated the Readers Book Service.

In 1955, Mr. Koppell founded the Alliance Travel Corporation, named for the publishing house. He sold that firm in 1959 and formed the Y. T. C. Company.

Surviving are his widow, the former Gabrielle Kaufman; a son, Oliver, and a daughter, Olivia.